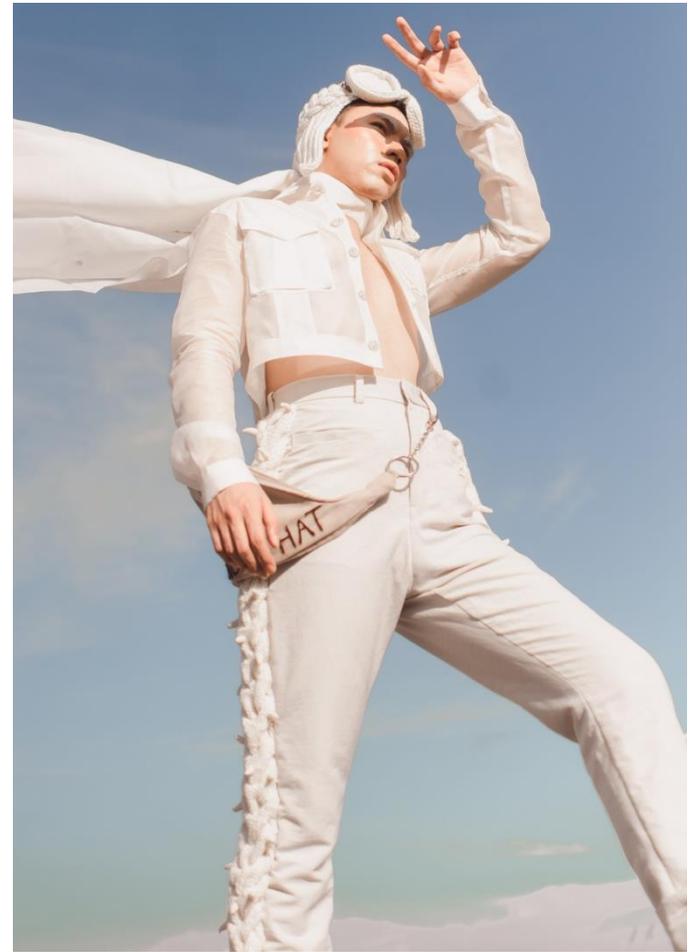


# JANN♦BUNGCARAS



Established in December 2019  
Jade St. Fairview Village Lawaan II Talisay City  
6045 Cebu Philippines  
+639173276536  
maisonjannbungcaras@gmail.com  
JANNBUNGCARAS.COM



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# Designer's Profile

Growing up in two islands, Cebu and Southern Leyte Philippines, with polarizing cultures, Jann Bungcaras is no stranger to duality and adaptability- family comes with small town values while school breathes city life.

An interest in Arts was very palpable in his childhood where he learnt how to draw before learning how to walk. This natural talent, however, is overshadowed by his perseverance to make his family proud- and the Arts was replaced with the pursuit to achieve academic excellence.

He graduated as the High school Valedictorian and was set to become a doctor by his parents, but having wasted all of his childhood studying made him realize that enough is enough and he must somehow pursue design.

Living a double life in college, juggling both Nursing and Fashion Design; Jann seems to have everything together... until his graduating year, when a trauma to his head made him unable to preserve objective memory leading to the death of his parent's dream for him to be a physician and the birth of his own dream to focus on design.

To commemorate his past: how his true passion prevailed against the odds, Jann Bungcaras created a sustainable brand that celebrates one's true self and true feelings regardless of the binds of gender through the narrations of his designs while being kind to nature.



Name: Jann Christian Bungcaras  
Birthday: October 22, 1994

Education: Holy Child College  
Fashion Education: SoFA Design Institute, Fashion Institute of the Philippines & Copenhagen Business School

# Brand Profile

- ◆ The Jann Bungcaras Label is a genderless brand catered to those who embrace their idiosyncrasy. The brand uses elements of storytelling combined with social, political and personal issues to relate with his audiences and wearers.
- ◆ The Jann Bungcaras audience are people who are not afraid to take a stand, to speak up, to feel and to show their true selves and intentions even in the most subtle way as possible. In every collection there is a story and an issue tackled which will create an intimate conversation between the designer and the wearer.
- ◆ Also labeled a slow fashion brand, Jann Bungcaras does not practice mass production, making his garments both ethical and personal. Ready-to-wear products are limited to the recycled materials available and everything is touched and finalized by him. Having only six workers, the Jann Bungcaras team work as a family- exchanging ideas, techniques and processes for the designer's vision to come to life.
- ◆ Being a Sustainable brand, Jann Bungcaras make use of leftover fabric, resources and waste from designer houses and factories. He makes sure that his production is Close-to-Zero Waste by saving in-house cuttings for future use. Finished garments should be made by more than 80% recycled & upcycled discarded materials.
- ◆ The Jann Bungcaras Aesthetic is Androgynous, Minimal (as it focuses more on transparency, texture, experimentation on materials rather than bold colors,) and Ultimately Nouveau. The brand celebrates individuality and always praise narrated concepts in each piece created. Though Bold in storytelling, the brand always prioritizes comfort; however sacrifices functionality to prove a point.





# JANN♦BUNG CARAS

## Mission & Vision

### Emotional:

- ◆ It has been the brand's mission to be able to encourage their wearers to be comfortable and accepting of their own skin as it celebrates individuality and self-expression. This is done by making sure that customs and ready-made pieces are flattering and in a wide range of comfort and conversation.
- ◆ The brand visualizes a future of less insecurity and more unapologetic idiosyncrasy among people.

### Societal:

- ◆ Blurring the Line separating womenswear from menswear of fashion is one of the brand's missions achieved by making every RTW piece unisex or unlabeled and informing retailers to never categorize the clothing within the Gender-binary.
- ◆ We dream of a no or less fashion gender-binary future, wherein people can just wear whatever they want no-questions asked.

### Environmental:

- ◆ By using recycled materials, scraps, discarded fabric and resources; the brand aims to lessen the carbon footprint caused by the fashion industry. This can also be achieved by skipping or limiting processes like inorganic dyeing, silkscreen printing, importation and mass production, which are the main cause of pollution from the industry.
- ◆ A future wherein fashion is part of the environmental solution rather than the problem is what we envision; where people opt for sustainable, handmade and quality clothing rather than the low prices of fast fashion.



# Trash to Runway



# JANN BUNGCARAS

# JANN BUNGCARAS Timeline



September 02, 2018  
Launched at Bench  
Design Awards



October 2018: SCOUT  
First Printed Celebrity  
Feature wearing Jann  
Bungcaras



January 2019: NJAL  
First Intl. Fashion  
Recognition



February 2019 KZ Supreme  
First Celebrity Jann  
Bungcaras Custom



April 2019: MEGA  
Magazine  
First Jann Bungcaras  
Spread



May 2019: Rank Magazine  
First Digital Magazine  
Cover



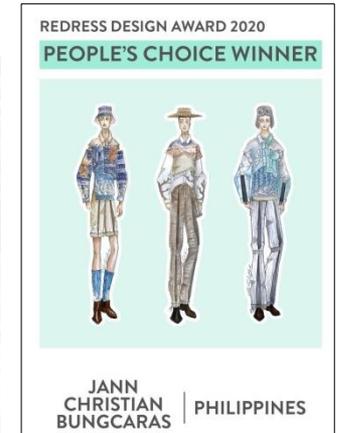
July 2019: Mega Magazine  
Jann Bungcaras is  
included in the NEW PH  
Movement



August 2019: Meg  
Magazine  
First Intl. Celebrity in Jann  
Bungcaras Spread



February 2020: Megaman  
First Printed Magazine  
Cover



May 2020: Redress Design  
Awards. Record-breaking  
People's Choice Winner

# JANN BUNGCARAS Timeline



August 20, 2020: OUT  
Jann Bungcaras First  
Wedding Clients and OUT  
Magazine Feature



October 29, 2020: i-D  
Jann Bungcaras is  
featured on i-D.



November 2020: REDRESS  
Jann Bungcaras won the  
Common Objective Prize



November 2020: NYLON  
Appeared on the  
Coverstory of Nylon



January 2021, Schon Magazine  
Jann Bungcaras First Ever  
International Magazine  
Editorial



May 2021, NYLON  
Jann Bungcaras won the  
Bold Award for Gen-Z  
Approved Fashion Brand &  
Designer



June 2021, Moevir  
Magazine,  
First Intl. Jann Bungcaras  
Cover and Coverstory



July 2021: DON'T WALK  
Jann Bungcaras is the First  
Filipino to be featured at  
DON'T WALK UK



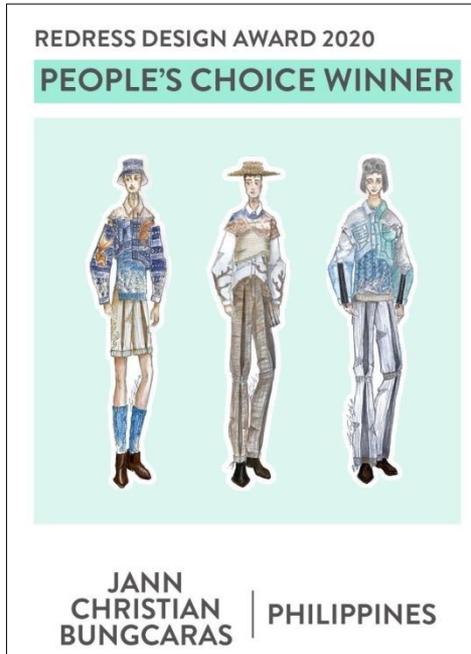
September 2021: REDRESS  
RDA Alumni Runway and  
Showcase at  
Centrestage HK



December 2021: WWD  
Jann Bungcaras was  
worn by Ricky Martin, the  
brand's first Hollywood  
Red carpet appearance.

# JANN BUNGCARAS

## Awards



Redress Design Awards  
Record-breaking People's  
Choice Winner



Redress Design Awards  
Common Objective Prize



NYLON BIG BOLD BRAVE  
AWARDS  
Gen-Z Approved Fashion  
Brand & Designer

# JANN♦BUNGCARAS

Products & Services



## **SLOW FASHION PRET-A-PORTER (FOR RENT/ PURCHASE)**

- BEANIES • HEADPIECES • HATS • DRESS-SHIRTS • T-SHIRTS • TROUSERS • SHORTS • BAGS • TUNICS • SWEATERS • JEACKETS • COATS • SWEATPANTS • TUXEDOS • BLAZERS • SKIRTS • CROPTOPS • SOCKS

# JANN♦BUNGCARAS

Products & Services



MADE-TO-MEASURE (FOR RENT/ PURCHASE)  
BRIDAL GOWNS • REDCARPET WEAR • EVENT-WEAR • SUITS • COSTUMES • ENSEMBLES  
SKY IS THE LIMIT

